

MG RV8 Key Ring



Japanese literature pack originally supplied by Rover Japan

The pack contained the green leather cover and hand books as well as the elusive key ring wrapped in white tissue paper. Stuart Ratcliffe in Australia says "it does seem that you got the key ring when you purchased an RV8 in Japan. A few years ago I was able to purchase the last half dozen Japanese literature sets. We have sold these over the years and now only have a sample left." The first owner of each Japan spec RV8 was presented with a key ring which was manufactured from leather with an outer border in brown into which a black leather octagon is sown. Then an octagon with the new MG logo is mounted on top. The keys are attached and removed via a "D" shackle which replaces the usual split ring. Angus Munro says "something I discovered during the Cowley visit in October 2011 as an answer to my question to the panel of RV8 experts was the key fobs were only issued to Japanese owners and therefore are not original equipment for UK registered cars. That might dent the daft values that some people seek when auctioning these key fobs."

Hugh Boddington says "I have a UK car with the original dark green leather folder and literature. The key fob is offered at £10.00 including VAT. The description of the key fob is "The mark of sporting tradition - Connolly leather, fine enamelling, with antiqued shackle"."

David Knowles noted "I think the answer is that the key fobs may have been supplied with cars in Japan, but they were certainly not 'standard equipment' here in the UK. A nice dealer might have been persuaded to throw in a £10 key fob and some footwell mats if pressed, but in the UK normally you would be lucky to get a rectangular fob in PVC covered cardboard, 'lovingly' gold foil blocked with the dealer's name and phone number. Rover Group had a big push to try to market MG 'lifestyle' accessories alongside the launch of the RV8 and they included things like an £800 Baum & Mercier watch and a £400 picnic set with Worcester china, crystal glasses and Sheffield flat ware (I'm sure the knives would double up nicely as tyre levers). Soon after (in the autumn of 2004) there was a 'second tier' MG accessories range which included things like MG tee shirts, a £60 watch (see the trend) and no pic nic set. That range included an entirely different key fob in octagonal green leather with a much smaller enamelled MG badge in the centre, for around £6. Those sometimes turn up on flea-bay too."

Angus Munro feels the "picture emerges then that they were supplied with the Japanese cars, as confirmed by Stuart, and that the dealers in England had them available for a tanner or as a discretionary gift. The original owner of my RV8 parted with a staggering total of £27,750 for VIN 1995. Had I been her I would have been a bit miffed not to have received a ten bob, sorry ten pound, trinket with the car!"